

## FACTSHEET &amp; FAQ OF ADD MONEY CAMPAIGN AUGUST'24

**BACKGROUND**

bKash is going to run a coupon campaign to increase transaction volume of Card to bKash. The campaign modality has been designed as follows:

<b>CARD TO BKASH PAYMENT COUPON CAMPAIGN AUG'24</b>	
<b>CAMPAIGN DURATION</b>	<ul style="list-style-type: none"><li>• August 20th 00:00 hrs – August 31st 23:59 hrs</li></ul>
<b>CAMPAIGN MODALITY</b>	Customer to get TK 50 Payment coupon for performing Card to Wallet of TK 4500.
<b>CONDITIONS</b>	<ul style="list-style-type: none"><li>• Applicable coupon/transaction: TK 50</li><li>• Exact card to bKash amount to be eligible for coupon: TK 4500</li><li>• Applicable for Card to bKash only</li><li>• Destination wallet to receive the coupon</li></ul> <p><b>Limit:</b> One customer will enjoy the coupon once during the campaign period.</p> <p><b>Maximum Coupon Amount:</b> TK 50</p>
<b>CHANNEL</b>	<ul style="list-style-type: none"><li>• App</li></ul>

**Frequently Asked Questions:****1. What is the duration of this campaign offer?**

- August 20th 00:00 hrs – August 31st 23:59 hrs

**2. What is the offer?**

- ◆ BDT 50 Coupon for Card to Wallet of BDT 4500.

**3. What is the maximum coupon amount?**

- ◆ BDT 50.

**4. How many times I can enjoy the offer during the campaign period?**

- ◆ For Coupon once (Card to bKash)

**5. Will receive the coupon on any Add money amount?**

- ◆ No, you have to perform add money of BDT 4500 (Card to bKash)

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**6. After performing Add Money, when will I receive the coupon?**

- ◆ You will receive the coupon instantly.

**7. I have received the Payment coupon from bKash, how long is the validity?**

- ◆ Validity of the coupon is 7 days from the day of issuing

**8. Will I be able to redeem the coupon on any purchase amount?**

- ◆ No, to redeem the coupon you have to purchase minimum BDT 500 worthy products or service.

**9. Can I redeem some percentage of coupon amount in one transaction and redeem the rest amount of coupon in another transaction?**

- ◆ No, you cannot split the coupon discount amount. You have to redeem the whole 50 tk. coupon in one single transaction.

**10. Can I redeem this Coupon from any bKash merchant outlet?**

- ◆ No, you can only redeem the coupon from selected participant merchants of this campaign.

**11. In which channel can I perform add money to get the coupon?**

- ◆ App only.

**12. Does my account need to be in 'Active Status' to receive coupon?**

- ◆ In order to receive coupon, account status and incoming transaction of customer account must be active. If coupon disbursement fails due to customer account status issue, customer will not receive coupon for the campaign

**13. Will I receive coupon if my add money is successful?**

- ◆ If your add money transaction is valid, bKash recognizes the transaction as authentic and incoming transaction of your account is active, you will receive coupon. However, bKash reserves the right to cancel coupon payout if the particular transaction and/or the your transaction behavior raises reasonable suspicion that you have abused the benefit of the campaign

**14. Is there any chance that my coupon disbursement will be delayed? If yes, what should I do?**

- ◆ Most likely you will receive your coupon instantly as per eligibility. There could be unanticipated cases where coupon payment would be delayed due to unknown/unforeseen issues. If you do not receive your coupon, you can call 16247 or approach bKash centers, bKash Care, Facebook fan page, Web chat (Live chat service) as well as send e-mail to [support@bkash.com](mailto:support@bkash.com) to know details about it.